

# ORDER



**Orders**  
**Order / Rev:** 708411  
**Alt Order #:** 06290577  
**Product Desc:** KLINE FOR CONGRESS  
**Estimate:** 211  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/02/12 / 10/02/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Stevens Reed Curcio & Potholm Medi  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street, Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** JOHN KLINE/R/CON/MN  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	62	\$56,175.00	\$47,748.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	62	\$56,175.00	\$47,748.75	0.00
<b>Totals</b>	<b>62</b>	<b>\$56,175.00</b>	<b>\$47,748.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	24%	\$56,175.00
Market	100%	\$234,062.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$25,746.88
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$32,768.75
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$119,371.88
WFTC	0%	\$0.00

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/16/12	10/22/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
	RACHAEL RAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					5	\$180.00		0.00			
2	KARE	10/16/12	10/22/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	5	\$2,475.00	P-4	0.00	NM	5	\$12,375.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					5	\$2,475.00		0.00			
3	KARE	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	4	\$675.00	P-4	0.00	NM	4	\$2,700.00
	TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					4	\$675.00		0.00			
4	KARE	10/16/12	10/22/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
	THE DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					5	\$200.00		0.00			
5	KARE	10/16/12	10/22/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
	DR. OZ														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					5	\$350.00		0.00			
6	KARE	10/16/12	10/22/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$360.00	P-4	0.00	NM	2	\$720.00
	KARE 4P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					2	\$360.00		0.00			
7	KARE	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	3	\$850.00	P-4	0.00	NM	3	\$2,550.00
	JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					3	\$850.00		0.00			
8	KARE	10/16/12	10/22/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
	KARE 5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					5	\$1,450.00		0.00			
9	KARE	10/16/12	10/22/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
	KARE 6P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					5	\$1,450.00		0.00			
N10	KARE	10/16/12	10/22/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-TWTF--	:30	4	\$850.00	P-4	0.00	NM	4	\$3,400.00
	SUNRISE 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	-TWTF--					4	\$850.00		0.00			
11	KARE	10/16/12	10/22/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	5	\$1,700.00	P-4	0.00	NM	5	\$8,500.00
	ET														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					5	\$1,700.00		0.00			
12	KARE	10/16/12	10/22/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00
	TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--					5	\$800.00		0.00			
13	KARE	10/16/12	10/22/12		CM	9-10a	MTWTF--	:30	3	\$225.00	P-4	0.00	NM	3	\$675.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a											
				TODAY											
				TODAY 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		3			\$225.00			0.00			
15	KARE	10/20/12	10/20/12	Sat 5-530p	CM	5-530P	-----S-	:30	1	\$585.00	P-4	0.00	NM	1	\$585.00
				KARE 11 5 News Sa											
				SAT 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$585.00			0.00			
16	KARE	10/20/12	10/20/12	Sat 8-10a	CM	8-10a	-----S-	:30	2	\$585.00	P-4	0.00	NM	2	\$1,170.00
				KARE 11 Saturday											
				SAT KARE NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		2			\$585.00			0.00			
18	KARE	10/21/12	10/21/12	Sun 5-530p	CM	5-530P	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				KARE 11 5 News Su											
				SU 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1			\$900.00			0.00			
19	KARE	10/16/12	10/22/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$225.00	P-4	0.00	NM	2	\$450.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--		2			\$225.00			0.00			
Week:		10/22/12	10/28/12	-----		0			\$0.00			0.00			
													Totals	62	\$56,175.00